

DISAM

Directorate of Research



Greg Sutton

Strategic Communication

- **Part of the DISAM Mission Statement reads: *“3. Conduct a public information program for the security cooperation community and international partners, in support of DSCA Goals 1.4, 2, 2.3, 3.1, 3.2.”***
- **To meet this mission DISAM established a multi-media approach.**

Strategic Communication

- **Integrated with DSCA Strategic Communication Plan**
- **Media Approach 1: Printed Materials include all DISAM textbooks, brochures, DISAM Journals, etc.**
 - Also available on-line.
- **Media Approach 2: Electronic Media, with the DISAM webpage as the primary focus.**
 - Multiple screens covering seventeen (17) major areas.
 - A search function and bulletin board of “hot topics.”
 - www.disam.dsca.mil
- **Media Approach 3: Personal contacts - Outreach, Forums, and conferences - SCETWG, ISTWG, PME, etc.**
- **Future: International Community of Practice, BP/LL.**
- **An On-line DISAM Journal.**



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Abu Dhabi Arms Fair: Tanks, Guns, Teargas and Trade



Abu Dhabi Arms Fair: Tanks, Guns, Teargas and Trade at IDEX 2011 By Robert Booth
[Source: guardian.co.uk, Monday 21 February 2011 British firms are still selling crowd control weapons despite the government having revoked 44 licences. As fighter jets screamed overhead and tanks churned up the sand, it looked and sounded like the violent protests sweeping the Middle East had spread to the

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DoD High Priority Performance Goal (HPPG)

- **Organization information in the Security Cooperation Workforce Database (SCWD) - SAN**
- **Organizations update - Training completion from DISAM student database - updated nightly**
- **Mailbox: HPPG/SCWD@DISAM.DSCA.MIL**
 - **Administrator registration via SAN, users guide, questions, assistance as needed...**
- **Updates - Weekly reports and HPPG monthly newsletter to administrators (also at DISAM website: <http://www.disam.dsca.mil/hppg/>)**
- **Problems: Updates too infrequent, large portions of the community not captured in SCWD**